

## **“THIS CALL MAY BE RECORDED FOR TRAINING PURPOSES!”**

**Learn best practices from on-going research including 6,000,000 recorded calls/mo.**

by Dr. John Mlinarcik

Many companies use Call Tracking and Recording services to measure advertising response, capture caller information and monitor sales performance. While tracking technology provides useful business intelligence, in most enterprises, call tracking data is rarely analyzed and severely underutilized.

Corporations simply do not receive return on their tracking investment because they don't consistently review their call reports and recordings, or don't fully leverage the information they're paying to collect. If carefully interpreted, this intelligence will reveal ways for businesses to adjust their sales and marketing processes so they can attract more customers, set more appointments and sell more products.

If you are currently tracking and recording your calls, do you review your call data? More specifically, what changes have you made to your sales process, staffing or operations based on the call information you've collected over the past months or years?

- How frequently do you analyze your call reports and validate the ROI of your advertising campaigns? How many advertising dollars have you saved or redirected to more effective sources? How much has your call traffic increased as a result of adjusting your media buys?
- How consistently do you listen to your recorded calls? Do you review the calls with your sales consultants to reinforce coaching and training? If so, are your sales professionals now more successful at setting appointments and converting callers to buyers?
- Do you analyze your call volume and activity reports and adjust your staffing to reduce busy or unanswered calls? Have you considered using a professionally managed call center to handle overflow and after-hours call traffic?
- Does your sales staff promptly return missed calls? Do you review recordings for mishandled leads for “save a deal” opportunities? How much additional revenue does this generate for your company or department every month?

These opportunities may seem obvious, but most organizations just don't have the time or staff to review and interpret call data, listen to inbound calls and continually train and retrain salespeople. In just one month, one company went from a market share of 11.4% to 18.8% utilizing the simple and inexpensive phone handling processes.

If your company could use some support, consider attending this workshop to learn best practices that successful dealerships across the country are doing to conquest YOUR customers – if fact, some who have recognized this opportunity have at least tripled their appointments set and kept over the phone, typically doubling phone related sales.

Whether you can manage the resources to do it in-house or ultimately turn to outside experts, the secret to success lies in turning the wealth of call data you collect every day into actionable intelligence that will bring in more customers and generate more sales every month.

Learn how some of the best in call-to-show ratios are obtained without spending more money to do so. In other words, *“don't just track activity, drive productivity and profitability”* – by leveraging the essential elements of phone sales performance management.

Learn the Seven Successful Sequential Steps (S<sup>7</sup>) of time-tested phone handling skills that dramatically increase customer satisfaction through appointment setting and keeping, purchasing and following-up – as practiced by best of the best in our industry.

1. Initial Rapport Building
  - Meet & greet
2. Qualifying Techniques
  - Uncover needs/Reverse control via Questions
3. Obtaining Contact Information
  - Gather information about the customer
4. Scheduling the Appointment
  - Set or Trial close
5. Objection Handling
  - Reduce & overcome objections
6. Driving Toward Closure
  - Summarize & memorialize
7. Directions to the Dealership
  - Last chance for closure / Mental trip / Commitment

We invite you to contact us to demonstrate how you can increase your calls to appointments to shows to sales ratios from telephone calls and internet ups – immediately.